

**Title of the project:** Liberation Route Europe, The Next Level

**Acronym of the project:** LRE NEXT

**Project duration and start date:** 18 months starting September 18<sup>th</sup> 2015

**Short description of project**

- The project is about

The ‘Liberation Route Europe’ project connects the main regions through which the allied forces moved from the UK to Berlin, as well as in Poland, at the end of the Second World War. It offers, for the first time, a multinational perspective on this shared European history combined with innovative and sustainable transnational tourism products.

In doing so, the Liberation Route Europe raises awareness on the price paid for a free Europe, and helps to foster a greater sense of European identity.

- Main objectives:

The objective of the project is to further expand and enhance the storylines and historical content on [www.liberationroute.com](http://www.liberationroute.com) as well as the network of locations to be visited, especially in the less known area, and thus to enable to experience the series of events that took place across Europe in 1944-1945 as individual parts of one encompassing European history.

It is also to further develop a unique, innovative transnational tourism products/packages that enable to jointly market the places of commemoration of the Liberation of Europe as a recognizable and meaningful destination. This development will go along with reinforcing the Liberation Route Europe guides network, which benefits from an accreditation as well as an e-learning platform.

Moreover, the project aims to enhance the Liberation Route experience and create permanent and recognizable visibility of the Route in the field by developing a transnationally shared concept and prototypes of physical representation in the field which is tangible, innovative, interactive, flexible and adaptive.

Finally, based on its existing mobile application, the project will use new ICT tools to create virtual interpretation tours to enhance the visitors’ experience of remembrance sites, as well as keeping alive our heritage.

**Lead partner/coordinator:** Liberation Route Europe Foundation (The Netherlands)

**Partners:**

Arnhem Municipality (The Netherlands)

Normandy Region (France)

44 screens (France)

Bastogne War Museum (Belgium)

Visit Kent (United Kingdom)

Spirit of Remembrance (United Kingdom)

Rureifel Tourismus e.v. (Germany)

Allied Museum Berlin (Germany)

WWII Museum Gdańsk (Poland)

**Contact:**

email: [info@liberationroute.com](mailto:info@liberationroute.com)

website: [www.liberationroute.com](http://www.liberationroute.com)